



DIVERSECITY

BLACK
iN BC

CELEBRATING BLACK EXCELLENCE

Sponsorship Package

February 7, 2025
Surrey Arts Centre

For People.
For Communities.



Our Purpose

At DIVERSEcity, strengthening communities starts with helping people build the life they want. We listen with open hearts and minds to connect people to inclusive, innovative and culturally safe programs and services as they navigate their life in Canada.

From resources for their education and employment goals, to their health and wellbeing, we are here to support people's journeys, creating pathways for all to be a part of connected, stronger and healthier communities.

As a registered charity in British Columbia since 1978, we work together with Indigenous, community and business partners to elevate voices and advance change for an equitable and sustainable world. *For people. For communities.*



Vision

“An inclusive, equitable and regenerative society that puts people and the planet first.”

Mission

“Together, we build connected, stronger and healthier communities.”

Why Partner with Us?

It's well-known that incorporating social purpose or corporate responsibility into your company is beneficial for business. Showing your organization's support for diversity, inclusion and wellbeing in the community inspires customer engagement, improves your brand reputation and boosts your bottom line.

Once you've identified the strategic value of supporting the community, collaborating with a community leader in social services can ensure you're making meaningful, impactful moves.

As a registered charity with a 45-year history, DIVERSEcity Community Resources Society can be your bridge to social purpose. Understanding the growing needs among BIPOC, newcomer and underserved in the community, we are a leader in creating equity-advancing, innovative opportunities and events.



Neelam Sahota
Chief Executive Officer



Ian Robinson
Chief Financial Officer

Want to make an impact in the community?
We invite you to be a part of our
2025 Black in BC event and Black Brilliance Awards

About the Event

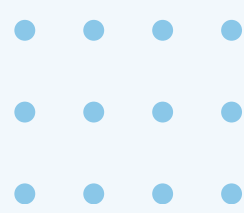
Launched in 2023 by DIVERSEcity with support from the Surrey Local Immigration Partnership (LIP), the empowering Black in BC event connects Black professionals, entrepreneurs, leaders and youth, along with individual and organizational allies to:

- Celebrate the achievements, cultures and contributions of Black Canadians
- Recognize and honour Black history in Canada
- Inspire dialogue, learning and support for Black achievement
- Advance equity and excellence for Black British Columbians including new immigrants and refugees

Last year's event had a spectacular turnout with engaged attendees commenting on the necessity of such functions during Black History Month.



2024 Event Highlights



Top: DIVERSEtalks Panel

“I love the term Black excellence. I believe we have to truly celebrate Black achievement and success in all corners of the community, from the corporate world, entrepreneurship and innovation, to the non-profit sector and politics.”

— Garrison Duke



Left: Buffet, featuring Alebi African Cuisine



Right: Inaugural Black Brilliance Awards

2024 Event Highlights ...



Top: VCC-sponsored fashion show, featuring Black designers



Left: One of 10+ tradeshow exhibitors

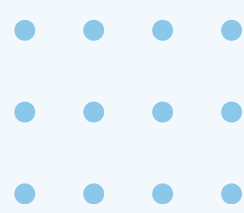


Right: Afrofusion drumming and dance finale

2025 Event Marketing Plan

- Targeted social media strategy and digital advertising strategy pre- and post-event on DIVERSEcity's platforms with 10k+ followers
- Stories in DIVERSEcity e-newsletters
- Pre-event and post-event media advisory and press release
- Eventbrite ticket promotion and online event calendars
- Outreach and direct engagement with hundreds of DIVERSEcity clients and community partners
- Event posters in community locations
- Post-event publication and resource guide





Sponsorship Opportunity

Presenting Sponsor

By becoming a Presenting Sponsor, your brand will be front and center and your organization will get exclusive recognition:

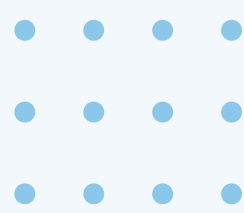
- Logo as part of all event logo and promotional materials
- Digital recognition with logo and linked description on website and social media channels
- Featured on any event-related press releases or articles
- Opportunity to show video and/or highlight programs
- Opportunity to offer swag bags and handouts
- Featured story in published post-event resource guide
- All the benefits from Platinum, Gold and Silver options on next page

Contact us to discuss!

Sponsorship Opportunities

Benefits	Silver \$1,000	Gold \$3,000	Platinum \$5,000
<ul style="list-style-type: none"> • Recognition as a sponsor with logo on DIVERSEcity website and event poster (print and digital) 	✓	✓	✓
<ul style="list-style-type: none"> • Exhibition table 	✓	✓	✓
<ul style="list-style-type: none"> • Recognition on event print and digital signage 	✓	✓	✓
<ul style="list-style-type: none"> • Verbal recognition as a sponsor by the Master of Ceremonies 		✓	✓
<ul style="list-style-type: none"> • Featured exhibition table at the event in priority location 		✓	✓
<ul style="list-style-type: none"> • Dedicated sponsor social media post and caption (15K+ following) 		✓	✓
<ul style="list-style-type: none"> • Opportunity for a welcome speaking opportunity 			✓
<ul style="list-style-type: none"> • Representation in the DIVERSEtalks panel discussion or in other speaker opportunity (e.g., awards presenter) 			✓
<ul style="list-style-type: none"> • Inclusion in press releases, stories on website and newsletters, and social media (15K+ following), pre- and post-event 			✓

Other Sponsorship Opportunities



DIVERSEcity X Minerva Women's Leadership Forum

This forum represents the many interconnected facets of womanhood, from searching for success and wellbeing, while lifting other women up to do the same.

DIVERSEcity Awards of Impact

Recognize and celebrate inspiring clients, volunteers, community partners and community members who are making an impact in the community.

DIVERSEcity Entrepreneur & Small Business Fair

This fair has helped hundreds of diverse entrepreneurs and small business owners get the knowledge and tools they need to plan, launch and grow their own business.

DIVERSEtalks, Sponsored Content, Workshops & More

Let's discuss the opportunities to partner on panels, workshops, and articles and content shared on dcrs.ca, getintheknow.ca and with our 10K+ social media followers

Lenya Wilks

Director, Partnerships & Stakeholder Engagement

lwilks@dcrs.ca; 604-307-2743





DIVERSE*city*
community resources society

Our work takes place on the ancestral, traditional and unceded territories of the SEMYOME (Semiahmoo), q̓ic̓əy̓ (Katzie), kʷikʷə́ləm (Kwikwetlem), q̓ʷa:n̓lə̓n̓ (Kwantlen), qiqéyt (Qayqayt), xʷməθkʷəy̓əm (Musqueam) and s̓c̓əwaθənməsteyəxʷ (Tsawwassen) First Nations. The knowledge and traditions of these communities are significant in providing context to the work we do, and DIVERSEcity recognizes the importance that reconciliation has in building truly inclusive and strong communities.

For *People.*

For *Communities.*

